



Environmental Graphic Design Of Karanggede Sismamedika Boyolali Hospital

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Abstract. Karanggede Sismamedika Hospital carried out a brand identity redesign in 2021. Along with this brand identity redesign, renovations were also carried out on the building and its interior layout. This has implications for the emergence of new problems related to the brand image that must be immediately created for the building and its spatial layout. The aim of this research is to design an appropriate environmental graphic design concept as an effort to create a brand image through new spatial planning and realizing the concept into an environmental graphic design work that is in accordance with the brand identity of Karanggede Sismamedika Hospital. This research uses descriptive qualitative methods with data collection techniques of observation, interviews and literature study. The result of this research is a visual communication work that applies brand identity to the exterior and interior of Karanggede Sismamedika Hospital. The conclusion obtained from this research is that brand image can be realized if environmental graphic design pays close attention to aspects of aesthetics, function and user comfort.

Keywords: Brand Identity, Brand Image, Visual Communication Design, Environmental Graphic Design.

1. INTRODUCTION

Every institution or company needs a brand as part of its product marketing activities, both goods and services. In general, a brand is known by the public as an identity that shows certain characteristics of a company so that it can be differentiated from other companies. Building a brand requires steps and processes called branding. According to (Duncan 2005) branding is the process of creating a brand image that attracts the hearts and minds of consumers (Eka et al., n.d.).

Environmental Graphic Design or Environmental Graphic Design is an effort to create a brand image through three-dimensional works that complement the room as supporting facilities that make it easier for users of a room that is in accordance with its function as a place for activities related to a company's business sector. Brand image is similar to consumer self-image as consumers associate themselves with the brand. In this highly competitive environment, brand image is very important to create a good brand position, the company always plays an important role (*Brand Awareness*, n.d.).

Environmental Graphic Design as an effort to create a brand image is the delivery of visual messages through various shapes of objects arranged to fill a room. Often this Environmental Graphic Design has a strong visual interest or in special terms it is often called Environmental Branding. Visual Branding or in the context of environmental design, called

Environmental Branding, not only prioritizes the comfort and convenience aspects of the public using the room when they are in the room, but also the brand impression or image that is firmly attached to the minds of the users of the room which is also very important to realize. What is the purpose of the study? Why are you conducting the study? The main section of an article should begin with an introductory section that provides detailed information about the paper's purpose, motivation, research methods, and findings. The introduction should be written in relatively nontechnical language, yet clear enough for an informed reader to understand the manuscript's contribution.

2. LITERATURE REVIEW

The first literature review is the results of research from Muhammad Aziz, Alimuddin and Irfan Arifin. This design aims to create an Environmental Graphic Design (EGD) design as a public space information medium that functions to make it easier for tourists when visiting Tanjung Bira Beach. Data collection was carried out by research at the Tanjung Bira Beach location and interviews with stakeholders, namely the District Tourism Office. Bulukumba and the manager of Tanjung Bira Beach. The concept applied in this design is the pinisi boat as local wisdom of the Bulukumba Regency area. The pinisi boat was the main inspiration in determining the shape and material of the signage. The result of this design is in the form of wayfinding which is divided into 4 categories of signs, namely the Bira Tourism Area Map (Orientation Sign), Warning and Information Signs (Regulatory and Informational Signs), Directional Signs and Identification Signs. It is hoped that this Wayfinding design can be implemented in real terms in the Tanjung Bira Beach area so that it can provide convenience, comfort and safety for tourists when visiting Tanjung Bira Beach (Ajis & Arifin, n.d.).

Next, the article reviewed is about Environmental Graphic Design Omah Burjo Sukoharjo. Omah Burjo is one of the Omah Burjos from Sukoharjo Regency, which comes from food packaging with products. Omah Burjo has the potential to become one of Sukoharjo's specialties. Omah Burjo in Sukoharjo is one of the restaurant companies improving it so that it looks more attractive and can compete with its competitors. Packaging functions as a wrapper and protector of the product. protective factor of the product from long distance travel. Therefore, the design of this final project was carried out in order to build Omah Burjo in Sukoharjo as a specialty of Sukoharjo. Design includes. Omah Burjo is a business that sells various kinds of food and drink products quickly. The process of distributing product stock is carried out after the inventory in the warehouse runs out. With such product processes, it often

influences the targeted profits. one for the sale of goods for the next period of time using previous sales (Rais Fathoni & Henny Lukitasari, 2023).

The review in this article is about the lack of attention to needs in the work created. It is felt that several needs have not been met with visual signs or other works related to visual communication needs. The benefit of this article is as a reference regarding the relationship between the sign system created and its benefits based on needs that have the importance of brand awareness. The difference between this research and the article reviewed is the issue of strengthening brand image which encourages increased promotion. In the article reviewed, the interest is in offering goods, while the interest in visual communication for hospitals is offering more service products.

This design has special importance for beach visitors, the sign system implemented places more emphasis on instructions and information using iconography. The benefit of this journal article for this research is that it provides a reference regarding sign systems and the accuracy of their placement, paying attention to aspects of readability and visual clarity. The difference between this research and the article under review is the location of the design and the importance of the imagery carried out in its implementation through the visual signs used.

The next literature review focuses on articles from Roula Ganuti and Rilo Laskari. Based on the article, environmental graphic design (EGD) from its creation has proven that its development emerged to serve the needs of modern society and especially the part of the population living in urban centers. EGD is recognized for its role in humanizing and simplifying the complexity of the built environment. Well-designed environmental signage and graphics programs help enhance the aesthetic and psychological aspects of an environment, in addition to fulfilling their communication role of informing, orienting, and identifying. At the heart of the increasing demand for Environmental Graphic Design are the demands of the modern world. Cities face various challenges due to the negative impacts of globalization. EGD can be used to “humanize” a city, create connections between citizens and the city, and make the city or neighborhood more pleasant and functional for them. Visual pollution, which can be prevented by uncontrolled installation of signs, is another problem that cities face. Implementing sign control guidelines is essential to maintaining and enhancing the visual quality of historic places. EGD is used to create legal cities. The goal is to provide easy-to-understand information at every step and to improve the overall city experience for both visitors and residents (Ganoti & Laskari, 2023).

The benefit of this article for this research is as a reference about the extent of the role of Environmental Graphic Design in urban life today. This article discusses the increasing

importance of visual communication in urban public spaces which provide a lot of imagery for the urban environment. The difference between the topics presented in this research and this article is that the general subject matter in this article is different from this research which focuses on the design of Hospital Environmental Graphic Design. This difference is clearly visible in the design concept where aspects of product promotion go through different channels in terms of branding.

The last article reviewed in this research is the Umeda Hospital Environmental Graphic Design Study. This article was written by Brian Alvin Hananto, Eldad Timothy, Rafi Krisananda, and Togu Stefanus. Environmental graphic design (EGD) is a graphic design object that has not been widely discussed because it is often considered inferior. This is because EGD is often considered to only 'complement' interior or architectural design which is higher in volume than EGD, but this does not mean that EGD is an insignificant design object. This article will discuss the EGD of Umeda Hospital which was designed by Kenya Hara. This research was conducted using literature studies on the texts Calori & Vanden-Eynden and also Skolos & Wedell. The study of the design was carried out by deconstructing it based on the signage pyramid method, then viewing it as a graphic design object that has image and writing elements. The author came to the conclusion that how the EGD was designed was not only functional, but also conceptual and also had aesthetic considerations that were no less important. The benefit of this research is as an example of a review of the graphic design discipline in EGD design (Hananto et al., 2019).

This article highlights the lack of environmental graphic design work because it is considered inferior compared to visual work in general. In fact, this statement is not entirely correct, the proof is that in various places in a city, both closed places and public spaces, over the past decade, they have been filled with various visual communication signs which are included in environmental graphic design. The benefit of this article for researchers is its relation to what sign systems exist in hospitals, their relation to special needs and regulations for hospitals. The difference between this article and this research is that, even though they both have the object of study about hospitals, the different socio-cultural backgrounds and differences in countries determine different concepts in the visual communication visualizations that are to be designed.

3. METHODS

This study uses a descriptive qualitative method with a form analysis approach. This form analysis approach method uses Roland Barthes' semiotic theory approach. This method is an approach that interprets signs in various forms of media and Barthes developed Ferdinand de Saussure's thinking which then created a semiotic model with two stages of significance, namely denotation (true meaning) and connotation (additional meaning, which is not explicit, indirect). According to Roland Barthes (in Sobur, 2003), language is a sign system that reflects the assumptions of a particular society during a certain period of time. This shows that Roland Barthes' theory emphasizes more on a myth related to ideological, cultural, and moral values.cit

Data collection uses observation, interview, and literature study methods. The main data sources are the Graphic Standard Manual of Sismamedika Family Hospital and the Conceptual Architecture of Sismamedika Family Hospital as the media brand identity of Sismamedika. Supporting data sources were obtained from interviews with the president director of PT Sismadi International, the director of the Karanggede Sismamedika Hospital and several hospital staff and users. The design method flow can be seen in the scheme.

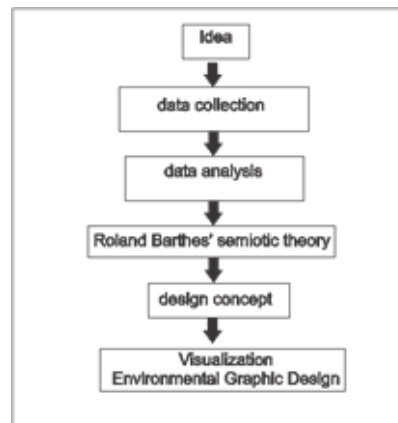


Figure 1. Design Method Scheme

4. RESULTS

The results of this study are various components of visual communication that show a focus on the realization of branding. The design works that have been worked on have been designed according to the concept formulated from the results of the research data analysis which then determines the manifestation of the form, color, and typography that are in accordance with the corporate identity of the Karanggede Sismamedika Boyolali Hospital.

The components of the Environmental Graphic Design that are made include signed systems, nameplates, and road signs. The creative process carried out in designing this

Environmental Graphic Design is based on the results of data analysis from observations, interviews, and literacy studies. It is stated that the Karanggede Sismamedika Boyolali Hospital has a Brand Positioning as a Family Hospital network with warm and informative services, and provides a sense of security and comfort for customers with the keyword "We Understand Wholeheartedly". Since 1974, dr. Sismadi, as the Founder of the Sismadi Group, together with his partners, has been known for its friendly and warm health services, like a family.

The Visual Identity of Karanggede Sismamedika Boyolali Hospital consists of a blue heart-shaped picture mark that symbolizes conscience, compassion that underlies thought and action. The color blue represents open space, freedom, intuition, imagination, breadth, inspiration, and sensitivity. Blue also represents the meaning of depth, trust, loyalty, sincerity, wisdom, trust, stability, and intelligence. In addition to the picture mark, another visual identity is the letter mark.

The letter mark with a humanist sans serif font is designed with a perpendicular style, open shape, and a neutral but friendly appearance. The selection of a sans serif font (without hooks at the ends of the letters) gives a clean and modern impression. The selection of Title Case (a combination of uppercase and lowercase letters) gives a solid impression (can be used as a support) and is warm and humble. This letter mark is bright green. Bright Green is the green color that appears when leaves are exposed to sunlight. Bright green is a color that is closely associated with nature, self-confidence, and high energy and is considered to increase feelings of activeness, freshness, and creativity. The color Green brings hope, health, adventure, and renewal, as well as self-control, compassion, and harmony.



Figure 2. Visual Identity of Karanggede Sismamedika Boyolali Hospital

Based on data analysis on the company's visual identity, a design concept was created for the installation of three-dimensional works, road signs, and sign systems. Based on the design concept, environmental graphic design works were realized.

Sign System

The sign system consists of several information boards that make it easier for room users to carry out activities. The shape and color of the sign system refer to the visual identity

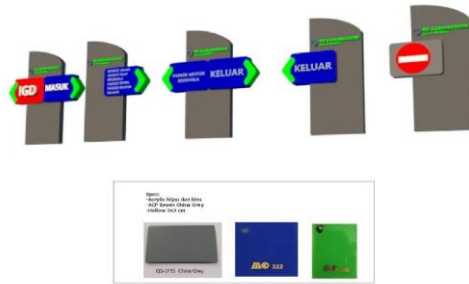


Figure 4. Sign systems have been designed

Installation Works

In addition to Wayfinding and sign systems, there are also several important components in building visual branding in hospitals, namely three-dimensional objects, such as reception desks or registration desks, backdrops at the front office, and hospital nameplates. The shape and color of each of these works are synchronized with the hospital's visual identity.

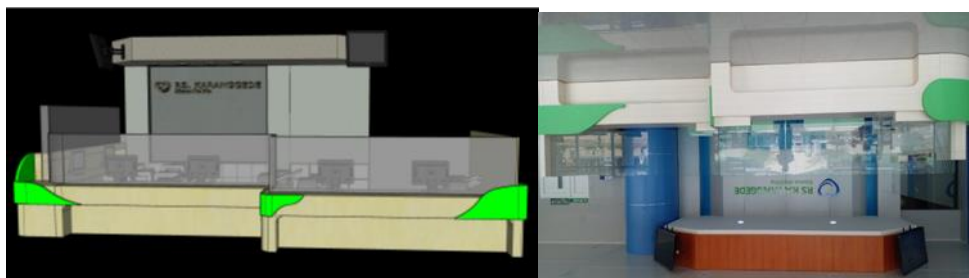


Figure 4. Some installation components as visual branding enhancers

5. DISCUSSION

Environmental Graphic Design is an effort to develop visual communication in order to support increased awareness of brand image. Design, which often combines aspects of visual communication with interior layout, is very important and strategic for a company regarding the image they get from facilities and services to customers. Karanggede Sismamedika Hospital, which currently has a new visual identity with a philosophical concept that is different from the previous brand identity, requires new images to build brand awareness.

The graphic design of the Karanggede Sismamedika Hospital environment is designed to fulfill the image of friendly service, caring for others and kinship in treating patients. Based on the visual identity philosophy which says "We understand your needs based on conscience to determine and understand what is right, good, and proper." then every component used in all activities in the hospital must be in accordance with it.

Karanggede Sismamedika Hospital Environmental Graphic Design reaches the hearts of customers as far as possible with optimal service, not only in equipment that is functionally capable, but also good visual communication and able to build a positive image in

the eyes of customers. Ease of customer access to accurate and fast services and information is a top priority in the hospital's services. Therefore, the role of Environmental Graphic Design here is quite crucial in attracting brand awareness by the wider community.

6. CONCLUSION

This research aims to build the brand image of Karanggede Sismamedika Boyolali Hospital through the implementation of visual identity in Environmental Graphic Design. Successful visual communication is very important in promoting hospital service products that reach the hearts of customers, thereby increasing trust in the hospital. The design method used is the embodiment of the philosophical meaning of visual identity into visible objects that are used according to the needs of customers who are in need of hospital medical services. Therefore, a visualization of direction signs, signboards, information boards and functional items was created, all of which are conditioned to convey the image of a service that really cares about customer comfort in terms of using the room as well as medical services, and which is no less important in obtaining information through visual communication design.

The Environmental Graphic Design designed, which includes the interior and exterior layout of the building, is based on a philosophical meaning which is marked by the hospital's visual identity or logo. From this visual identity, efforts are made to ensure that the use of visual elements applied in each part of the entire room remains consistent, especially in the color and shape aspects which are always guided by the visual image found in picture marks and letter marks, namely the blue colors which represent meaning. depth, trust, loyalty, sincerity, wisdom, confidence, stability, and intelligence and bright green which has the connotation of Green brings hope, health, adventure, and renewal, as well as self-control, compassion, and harmony. It is hoped that the results of this research and design can become a means of increasing knowledge about design for the wider community. For researchers who research the same topic, it is hoped that the results of this research can be a useful consideration or reference.

LIMITATION

This research on Environmental Graphic Design at Karanggede Sismamedika Hospital has many limitations. Due to the time and broad scope of the study, this research cannot cover all the problems that hospitals have regarding visual branding. Therefore, this research requires further research to obtain new knowledge that can enrich scientific knowledge.

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Note: "Brand awareness (n.d.)" does not have enough information to form a complete citation in APA style. If it's an online source, you would need to include more details (like the author, publication year, and retrieval information).

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